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NEWS LEADER
Richmond, Virginia
June 20, 1963

Campus Cigaret Ads Ended

NEW YORK, June 20 — (AP) — Some major cigaret manufacturers have decided to discontinue advertising and promotion on college campuses, says George V. Allen, president of the Tobacco Institute.

Allen said last night the companies plan to stop taking ads in college newspapers, magazines and football programs and give up distribution of sample packets on campus by student representatives.

The institute is made up of companies that manufacture nearly 100 per cent of the cigarets produced in the United States. Allen did not specify the number of firms involved.

Yesterday, Florence (Ala.) State College banned all promotion of cigarets on campus. The ban, announced by the college president, Dr. E. B. Norton, prohibits cigaret advertising in the student newspaper and other publications and outlaws any promotion of cigarets, including distribution of free cigarets and free playing cards and ash trays which advertise them.

Dr. Norton said his action involved "promotion of a product about whose harmful effect there can be no doubt."

Allen said nothing about health as a factor in the tobacco firms' decision.

Various health groups have been attempting to discourage smoking cigarets as a possible cause of lung cancer.

The tobacco industry has said no cause and effect relationship has been proved.

The American Medical Association, at its annual convention in Atlantic City, N. J., acceded to the wishes of its board of directors and said yesterday it "cannot incriminate a single factor as an etiological agent in disease without complete documentation."

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NEWS
Dayton, Ohio
June 20, 1963

Tobacco Firms to Halt Campus Promotions, Advertising

NEW YORK, June 20—(AP)—Some major cigarette manufacturers have decided to discontinue advertising and promotion on college campuses, says George V. Allen, president of the Tobacco institute.

Allen said last night the companies plan to stop taking ads in college newspapers, magazines and football programs, and give up distribution of sample packets on campus by student representatives.

The institute is made up of companies that make nearly 100 per cent of the cigarettes produced in the United States. Allen did not specify the number of firms involved.

YESTERDAY, Florence (Ala.) State College banned all promotion of cigarettes on campus.

The ban, announced by the college president, Dr. E. B. Norton, prohibits cigarette advertising in the student newspaper and other publications and outlaws any promotion of cigarettes, including distribution of free cigarettes and free playing cards and ash trays which advertise them.

Dr. Norton said his action involved "promotion of a product about whose harmful effect there can be no doubt."

Various health groups have been attempting to discourage smoking cigarettes as a possible cause of long cancer.

The tobacco industry has said no cause and effect relationship has been proved.

THE AMERICAN Medical association, at its annual convention in Atlantic City, N.J., acceded to the wishes of its board of directors and said yesterday it "cannot incriminate a single factor as an etiological agent in disease without compete documentation."

POST DISPATCH
St. Louis, Missouri
June 20, 1963

MOST TOBACCO FIRMS HALTING COLLEGE ADS

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NEW YORK, June 20—Most of the major cigarette manufacturers have decided to stop advertising in college newspapers, magazines and football programs, and several campus representatives of cigarettes will lose their jobs.

The decision was confirmed last night by George V. Allen, president of the Tobacco Institute.

"The industry's position has always been that smoking is an adult custom," Allen said. "To avoid any confusion or misconception in the public mind as to this position, a number of member companies of the Tobacco Institute, I understand, have each decided to discontinue college advertising and promotional activities."

Although Allen declined to specify the number of companies that will drop cigarette advertising on campuses, it was understood that most of the major companies are involved.

No Word on Disease

Allen said nothing about lung cancer or heart disease. The tobacco industry contends that no direct link between smoking and diseases has been proved. Physicians generally are divided on the question.

The Tobacco Institute's decision came as Canadian tobacco manufacturers are shifting cigarette commercials to the late evening hours on television and radio to "keep youngsters from getting the idea that smoking is grown-up and the thing to do." John H. Devlin, president of Rothmans of Pall Mall, said that, beginning immediately, no cigarette commercials would be broadcast or televised before 9 p.m.

It was reported here that several tobacco companies are considering a code of self-regulation that, among other things, would eliminate athletes from cigarette ads. Athletic stars have received thousands of dollars for indorsing brands.

A Financial Jolt

The Tobacco Institute's decision to eliminate advertising from college newspapers, magazines and football programs will be a financial jolt to those campus enterprises and to hundreds of students who look forward to jobs as cigarette representatives—jobs that enable them to smoke free and make a small salary. At Florence, Ala., meanwhile, Florence State College banned all promotion of cigarettes on the campus.

In Atlantic City, N.J., however, the American Medical Association followed the wishes of its board of trustees and refused yesterday to take a strong position against smoking.

The association, in approving a committee report on smoking, agreed to an education program aimed at pointing out the effects of toxic materials, including tobacco, on young persons. The AMA's House of Delegates voted not to commit itself to any position on smoking at this time.

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Source: https://www.industrydocuments.ucsf.edu/docs/kjyk0000